



DIPLOMA

PROGRAM LENGTH

36 weeks (30 hours per week)
Classes are Monday to Friday
9 am to 4 pm (one hour for lunch).

ENTRY REQUIREMENT

- Students who are interested in attending Greystone College must have completed (graduated from) their final year of general schooling.
- International students must demonstrate an Intermediate 4 level of English with our online written test and arranged speaking interview.

Note: The online written test is exempt if IBT 70, IELTS 6, ILSC I4 or CLB8 is presented. The online written test is exempt if ILSC's Hospitality Management Preparation Certificate program is completed.

If an applicant fails to meet the minimum requirements, they cannot be waived by either the institution or the student.

2014 PROGRAM START DATES

Jan 27, Feb 24, Mar 24, Apr 21, May 20,
Jun 16, Jul 14, Aug 11, Sep 8, Oct 6,
Nov 3, Dec 1

2014 FEES

Registration fee: \$125

Sales and Marketing Certificate 4 weeks
Tuition: \$1,440 Material: \$110

Event and Convention Management Certificate 12 weeks
Tuition: \$4,080 Material: \$440

Rooms Division Certificate 16 weeks
Tuition: \$5,200 Material: \$770

International Hotel Management Certificate 24 weeks
Tuition: \$7,560 Material: \$990

Tourism and Hospitality Management Diploma 36 weeks
Tuition: \$11,340 Material: \$1,320

All fees are in Canadian dollars.

TOURISM & HOSPITALITY MANAGEMENT PROGRAM (THMP)

AVAILABLE IN
VANCOUVER

- A career step into the fastest-growing industry in Canada
- A fully-accredited program taught by industry professionals and highly-qualified instructors
- A diploma from the internationally-recognized Educational Institute of American Hotel & Lodging Association (AH&LA)

PROGRAM DESCRIPTION

Greystone College's Tourism & Hospitality Management diploma program is an intensive diploma program designed specifically to meet the vast employment needs, both staff and managerial, in the global tourism, hospitality, resorts and conventions markets.

Our aim is to provide our graduates with the knowledge and skills necessary to choose their career path and secure rewarding and successful employment in an industry that is expanding and vibrant.

CAREER OPPORTUNITIES

Opportunities are constantly growing in entry-level, supervisory and management roles. Global competition is forcing the industry to raise its professional standards. Upon successful completion of this program, graduates will be qualified to work in hotels, motels, resorts, restaurants, convention centres and on cruise ships.

CERTIFICATE	START DATES	COURSE NAME
Event Management Certificate 12 weeks <i>Continued from 2013 (12 weeks total)</i>	December 30, 2013	Convention Management Services
Rooms Certificate 16 weeks International Hotel Management 24 weeks	January 27	Marketing in the Hospitality Industry Destination Management
	February 24	Supervision in the Hospitality Industry Housekeeping
	March 24	Front Office Operations
	April 21	Managing Technology Managing Hospitality Human Resources
	May 20	International Hotel Management
	June 16	Accounting
Sales and Marketing Certificate 4 weeks	July 14	Sales and Marketing
Event Management Certificate 12 weeks	August 11	Food and Beverage Service
	September 8	Convention Management Services
Rooms Certificate 16 weeks International Hotel Management 24 weeks	October 6	Marketing in the Hospitality Industry Destination Management
	November 3	Supervision in the Hospitality Industry Housekeeping
	December 1	Front Office Operations

Upon completion of 36 week program students will receive their Diploma in Tourism and Hospitality Management.



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EDUCATION
GROUP

EMPOWERING THROUGH EDUCATION

LANGUAGE SCHOOLS

COLLEGES

TEACHER TRAINING

CORPORATE TRAINING

CONTINUING EDUCATION

CANADA: VANCOUVER, TORONTO, MONTRÉAL USA: SAN FRANCISCO, NEW YORK AUSTRALIA: BRISBANE, SYDNEY INDIA: NEW DELHI

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CERTIFICATE HIGHLIGHTS

CERTIFICATE	DURATION	COURSE SUMMARY	CAREER OPPORTUNITIES
Sales and Marketing Certificate	4 weeks	<ul style="list-style-type: none"> Focus on how to sell rooms and F&B products to the various individual and group markets, travel agents, and meeting/event planners. How to assemble and train a successful sales team, creating a marketing plan and strategies to achieve financial goals. 	<ul style="list-style-type: none"> Sales & reservations agent Sales & marketing rep. Sales coordinator Incentive travel specialist Sales manager/director
Event and Convention Management Certificate	12 weeks	<ul style="list-style-type: none"> How to increase convention/meeting/event business through improved marketing and service. Strategies for prospecting, identifying, key decision makers, addressing event/meeting planners needs and confidently exceeding client's expectations. Full knowledge of planning an event/conference from beginning stages, through delivery of service/ product to following up after the event. 	<ul style="list-style-type: none"> Event/exhibit coordinator Conference/tour planner Meetings manager Convention services manager Catering/banquet manager Banquet/catering Supervisor Destination specialist
Rooms Division Certificate	16 weeks	<ul style="list-style-type: none"> Strategic and theoretical marketing concepts and systems. Basic functions and relationships of a CVB including the complex networks of citizens, government and employees. Supervisory skill building. Complete overview of technical details for cleaning, maintaining, and selecting/purchasing equipment and supplies. Cost control of massive inventory and largest departmental labor expense. Thorough overview of front office activities and critical relationships to other departments. Review of revenue management and technology apps. Detailed layout of property management systems including applications of operational, sales/event management, as well as accounting and system security. Exploring the diversity of the global hospitality industry, the HR perspectives (including labor market issues, corporate cultures, legal and political environments of 20 countries in North America, Europe, Asia and Africa. 	<ul style="list-style-type: none"> Front desk agent Concierge Night auditor Night manager Reservations manager Rooms division director Housekeeping supervisor Director of housekeeping & maintenance
International Hotel Management Certificate	24 weeks	<p>Add 8 weeks to the Rooms Division Certificate and you will also learn:</p> <ul style="list-style-type: none"> Cultural diversity issues and strategies for attracting guests from around the world. Global hospitality development including the role of governments and business incentives. Basic understanding of hotel and restaurant accounting procedures. Taxation of business income. How to read and analyze financial statements. 	<ul style="list-style-type: none"> Accounts payable/receivable Inventory control specialist Head of accounting Director of finance Front desk agent Concierge Night auditor Night manager Reservations manager Rooms division director Housekeeping supervisor Director of housekeeping and maintenance

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